



PrEP4Teens One Year Later

Making It Work
Passing the Torch



Third Coast CFAR • October 31, 2024





Panelists:

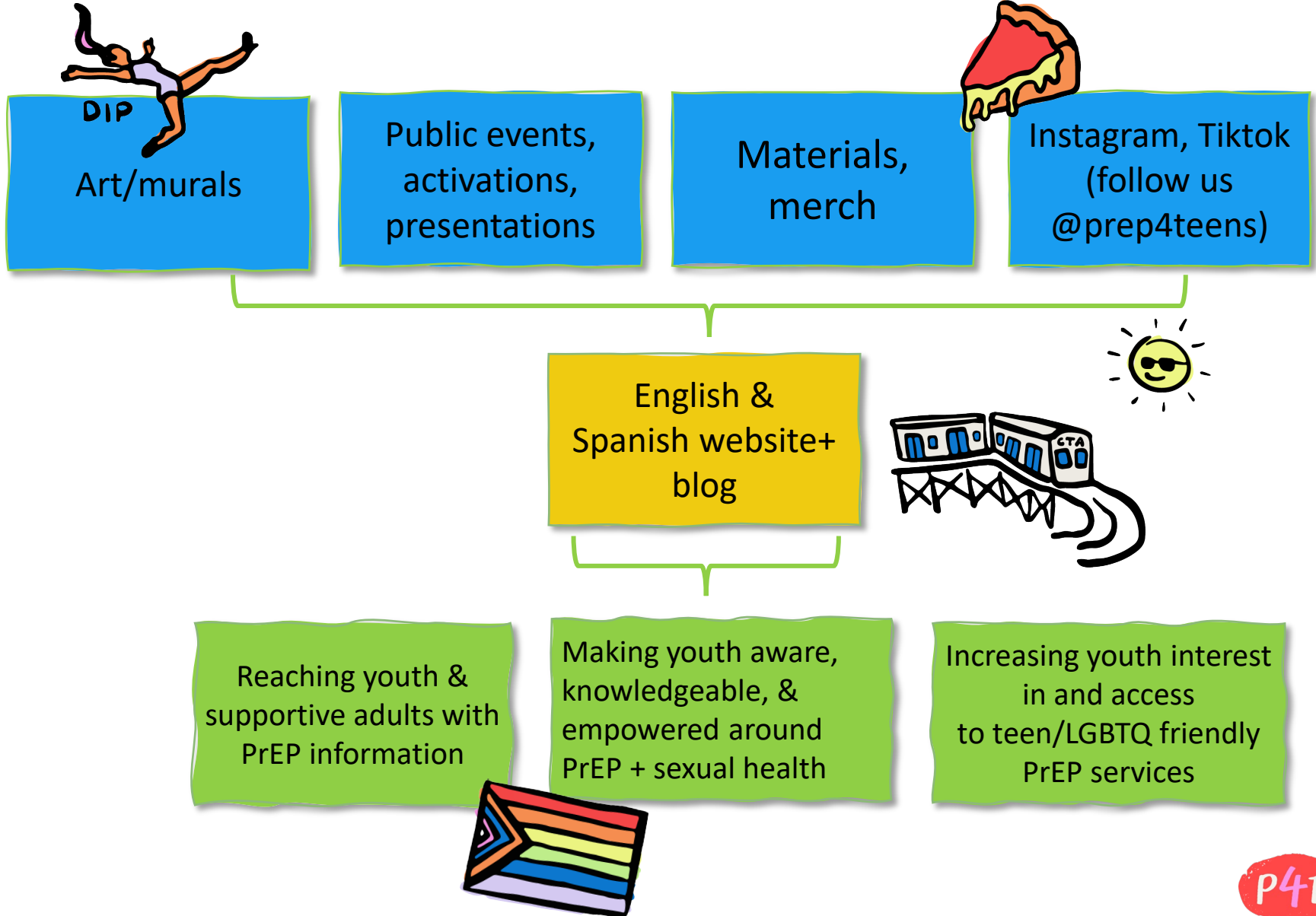
- Dr. Chris Balthazar
- Dr. Kathryn Macapagal
- Bryant Fox Norton
- Jim Pickett

Third Coast CFAR • October 31, 2024



P4T

Teen guided, arts activated social marketing and community mobilization campaign





Research & Planning 2020 – 2023

PrEP4TEENS – a brief history

Formative activities

- PrEP4Love/Adolescent PrEP Working Group/Adolescent PrEP research
- EHE supplement awarded
- Startup & research planning

Preparatory activities: Partnership development, planning, fundraising

- Cultivated partnerships
- Summer Think Tank #2 with teens
- Identified funding sources & pitched funders

Implementation & sustainment of PrEP4Teens

- Dissemination
- Transition from Northwestern to TaskForce

2021

2023

2020 (and prior)

2022

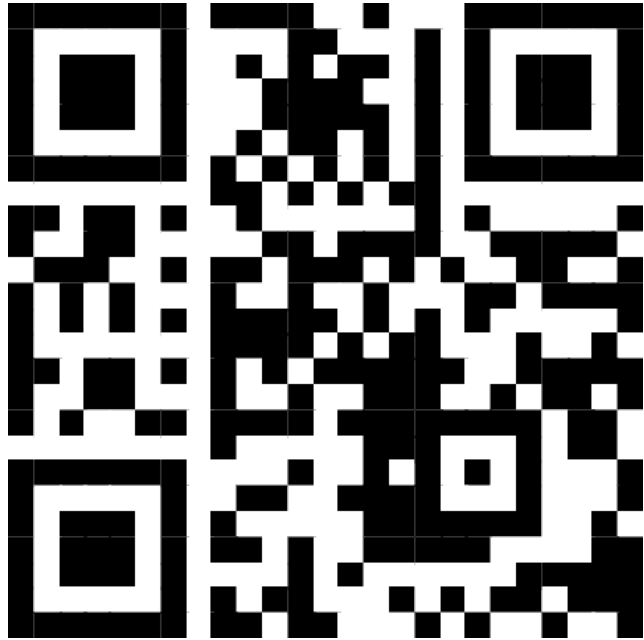
2024 (and beyond)

Exploratory activities

- Virtual focus groups/interviews
- Creative Think Tank with teens
- Community feedback survey

Implementation: Campaign design & launch

- Multiple grants awarded
- Hired staff & creatives, youth
- Launched campaign



Scan to learn about our research findings in this February 2022 CFAR seminar with Kathryn Macapagal & Jim Pickett



Adult Stakeholders' Perspectives on the Content, Design, and Dissemination of Sexual and Gender Minority Adolescent-Centered PrEP Campaigns

Junye Ma¹ · Christopher Owens² · Silvia Valadez-Tapia³ · John J. Brooks⁴ · Jim Pickett⁵ · Nathan Walter⁴ · Kathryn Macapagal^{6,7,8}

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Abstract

Introduction This qualitative study examined the perspectives of *sexual and gender minority* (SGM) teen-focused HIV *pre-exposure prophylaxis* (PrEP) social marketing campaigns among Chicago-area adults who work with or parent SGM teens. **Methods** Thirty adults ($M_{age} = 37.5$ years; 53.3% racial/ethnic minority) participated in online interviews from March to June 2021. Questions elicited their preferences for the design, content, and dissemination of SGM teen-centered PrEP campaigns. Transcripts were analyzed through inductive content analysis.

Results Participants discussed benefits (e.g., cultivate awareness of HIV prevention, destigmatize sex, encourage PrEP conversations) and concerns (e.g., PrEP's safety, access to PrEP) about teen-centered PrEP campaigns. Adults emphasized that teen-centered PrEP campaigns should appeal to adolescents, regardless of SGM identity, as the teens they knew prioritized inclusivity. At the same time, campaigns were recommended to be tailored enough to resonate with SGM teens and others disproportionately affected by HIV. Participants also suggested including clear instructions and calls to action and testimonials from other SGM teens. Finally, respondents recommended online and offline spaces for the delivery of such campaigns, like social media, youth-serving organizations, and public transportation.

Conclusions These findings lay the groundwork for designing teen-centered PrEP campaigns in Chicago and may guide similar campaigns in other communities.

Policy Implications

sexual health services
 row adolescent health

Keywords Sexual and gender minority

JMIR Preprints

Macapagal et al

Sexual and gender minority adolescents' preferences for educational PrEP social marketing campaigns: A Pre-implementation Study

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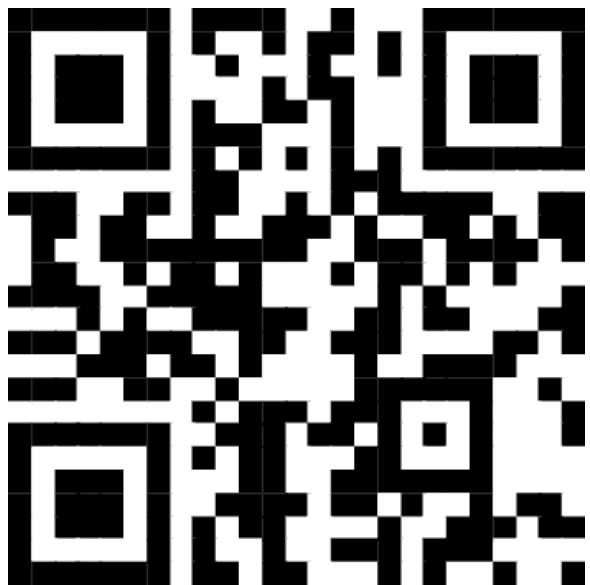
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⁶AIDS Foundation Chicago Chicago US

⁷Department of Communication Studies School of Communication Northwestern University Evanston US

⁸Jim Pickett Consulting Chicago US



Scan to learn about our youth engagement approaches in this '24 CDC webinar with Kathryn Macapagal, Jim Pickett, & Chris Balthazar





PrEP 4 TEENS

95/Dan Ryan

Howard

Cottage Grove

Harlem/Lake

54th/Cermak

Midway 

O'hare 

Our first Creative Workshop



TaskForce, Summer 2023





Add in secondary colors into the portrait

Logo



PREP IS MY SAFETY NET

QR Code

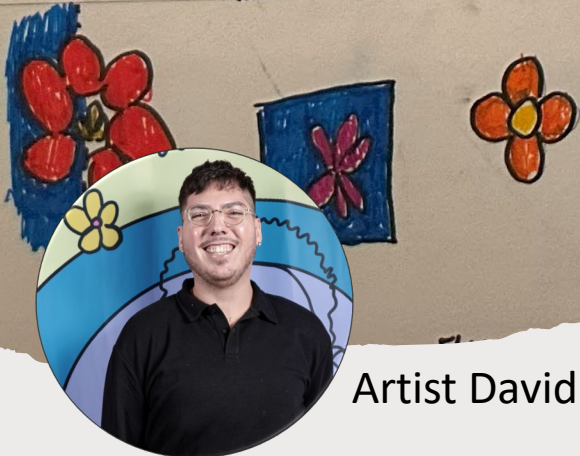
Logo

No jewelry

- o All sketchy, (3) sketches
- o Different poses
- o Background, two drafts can be cut, one with Blue, other with white.



* Alternative, white background, primary color with structure, sec colors as hair, or vice versa.



Forms of Energy
*secondary colors



QR Code

"PREP IS MY SAFETY NET"

Artist David Gauna, work in progress

Launch
November 2023



Murals Era
Nov 2023-Sept 2024



PREP 4 TEENS
Join us to celebrate
our official launch!

Gather with us to share:

- Our first mural unveiling
- Pre-Thanksgiving buffet
- Photo booth
- PrEP themed Mini Ball with ca\$h prizes
- Your MCs for the evening: Breezy Ebony and Kush Revlon

Location: **TaskForce**, 9 North Cicero

November 15, 2023
Doors open at 5
Program at 6 followed by Mini Ball

RSVP here:

tinyurl.com/prep4teenlaunches



Unveiling P4T's first mural at TaskForce launch event



Mural #1

TaskForce (current home)
9 North Cicero
Exterior view



TaskForce
Interior view

Artist David Gauna



Al, Skai, and George



Mural 2 unveiled January 2024



Institute of Sexual and Gender Minority Health and Wellbeing at Northwestern University

Artist Harlan Thompson



Murals 3 + 4 unveiled April 2024



Mural 3
Lurie Children's Hospital, Division of Adolescent
and Young Adult Medicine Outpatient Clinic



Mural 4
The Village at UChicago
Drop in/Services

Artist Harlan Thompson



Mural 5 unveiled june 2024



Mural 5 at future home of TaskForce, 103 North Laramie, Artist David Gauna

Mural 6 Unveiled September 2024



Adolescent Young Adult Research Clinic at UIC, artist David Gauna

Murals inspire palms + posters



P4T “Must Have” merch



Digital
Website, Socials





EXPLORE YOUR OPTIONS. SET YOUR BOUNDARIES. BE RESPONSIBLE WITH YOUR FREEDOM.



FAQs

tips

blog

provider list

Tips for Provider Visit

BEFORE YOUR VISIT



- Learn about PrEP. +
- Think about the different ways people can take PrEP. +
- Find a friendly, knowledgeable healthcare provider. +
- Make a health history list. +
- Make sure language isn't a barrier. +
- Find support and make a plan. +
- Consider how to pay. +

Prep4teens.co

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preguntas frecuentes



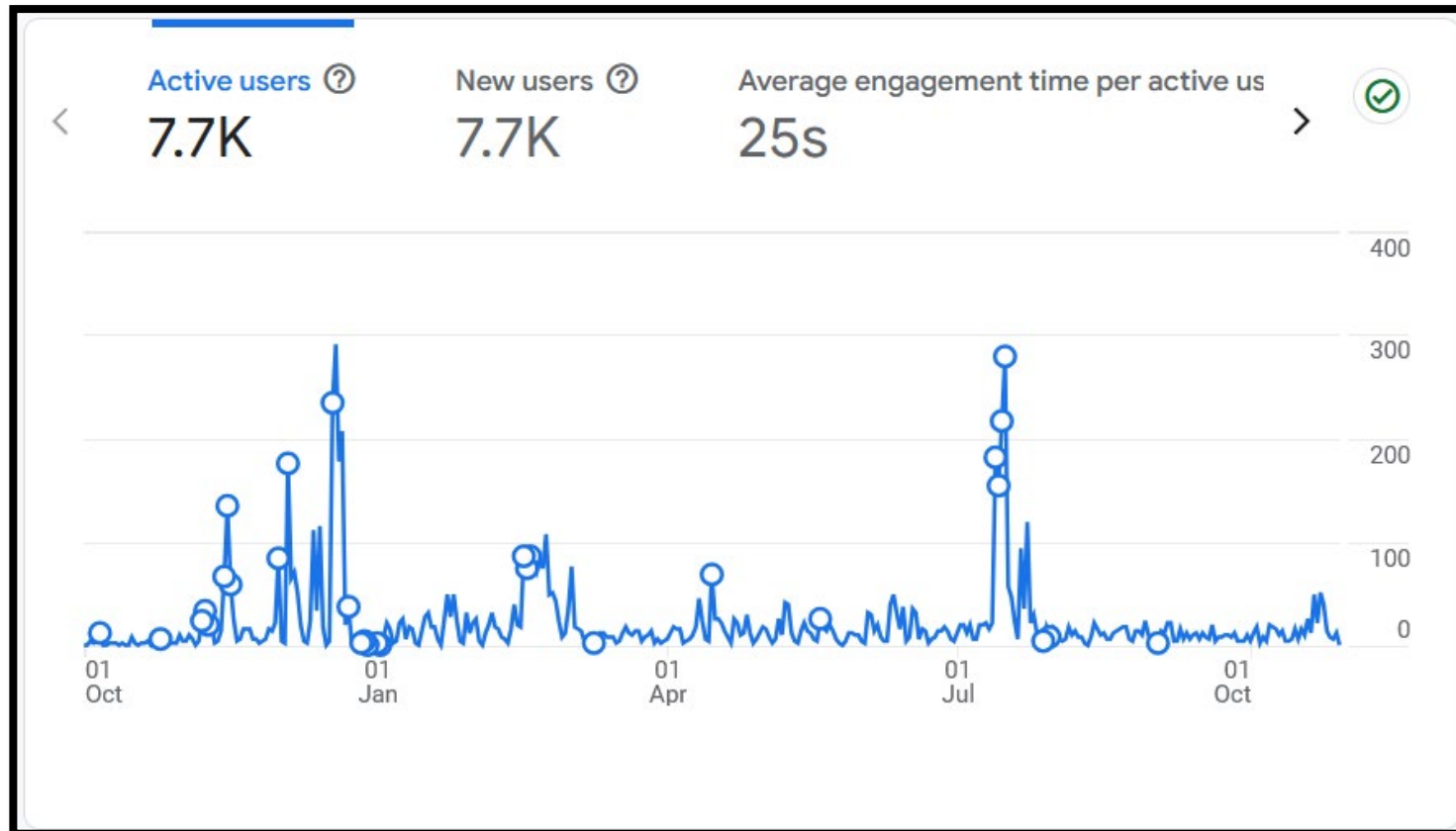
- ¿Qué es PrEP? +
- ¿Tengo la edad adecuada para tomar PrEP? +
- ¿Tiene PrEP efectos secundarios? +
- ¿Cómo y dónde puedo obtener PrEP? +
- ¿Puedo cubrir el costo de PrEP? +
- ¿Necesito el permiso de un adulto para recibir PrEP? +
- ¿Y los condones? +
- Únete a la conversación y obtenga más información. +



Click the ICONS ON THE MAP or check out the COMPREHENSIVE LIST below for details on each provider.



Prep4teens.com metrics



<u>Page</u>	<u>Views</u>	<u>Avg Time</u>
About	631	45s
Blog	484	26s
Provider List	394	28s

Most viewed FAQs:

What is PrEP?
Am I the Right Age for PrEP?

Top traffic sources:


Direct
Google
Qualtrics
LinkedIn



@prep4teens






Please follow us



FUN FACT 


IF YOU ARE SEXUALLY ACTIVE
AND WEIGH AT LEAST 77 POUNDS,
YOU CAN BE PRESCRIBED PREP
TO PREVENT HIV.
PREP IS FOR TEENS TOO!

PrEP4TEENS





    

prep4teens
Chicago, Illinois


prep4teens Learn more about your PrEP choices, and find a teen-friendly PrEP provider in Chicago, at PrEP4Teens.com. Link in bio 🙌
10w

pridehealth_us We did not know this! Thank you so much for sharing! 🙌🙌 
10w 1 like Reply
View replies (1)

[View insights](#) [Boost post](#)

Liked by **its_taskforce** and others
August 13

 Add a comment... [Post](#)



Instagram metRics

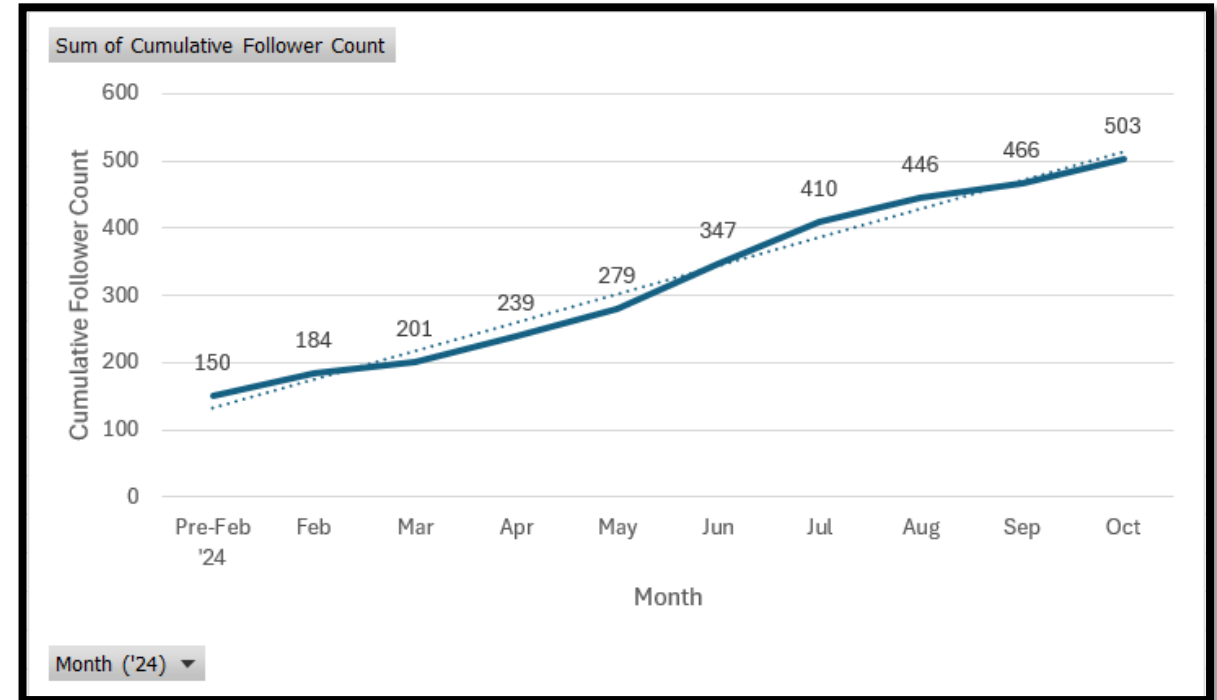


Reach since launch: ~84.3k
(unique users)

Variables that drive traffic:

- Local events
- Boosting research surveys
- Conferences like HIVR4P

Followers





@prep4teens

Please follow us



tiktok.com/@prep4teens

Search

TikTok Log in

- For You
- Explore New
- Following
- LIVE
- Profile

Log in to follow creators, like videos, and view comments.

Log in

Create TikTok effects, get a reward

Company

Program

750

558

1900

14

Let's talk about the difference between UTIs and

926

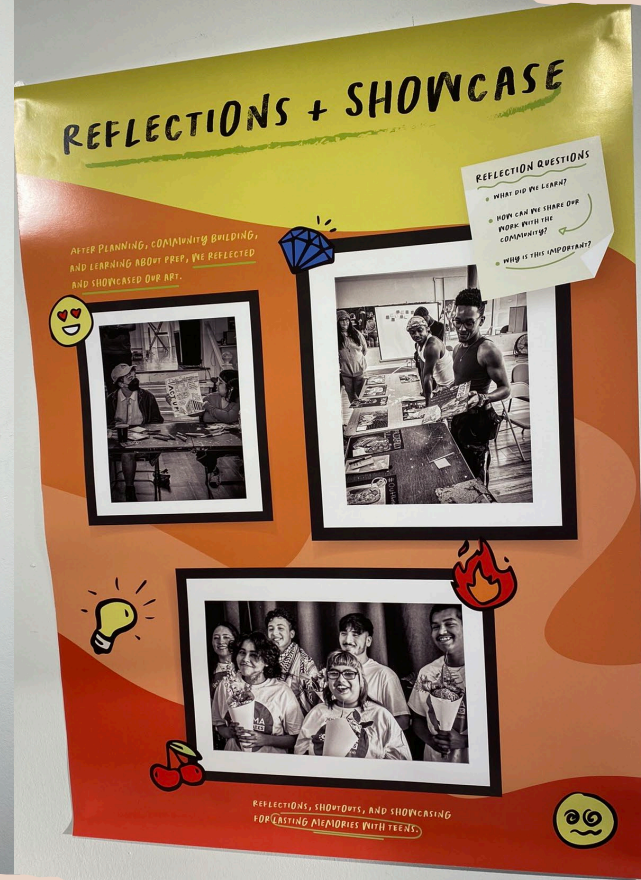
IS PREP

can PrEP be more than a medication?

the type of food you have to eat

990





Creative Activations

Creative Activations

ALMA x P4T



 **ALMA
CREATES**
x PREP4TEENS

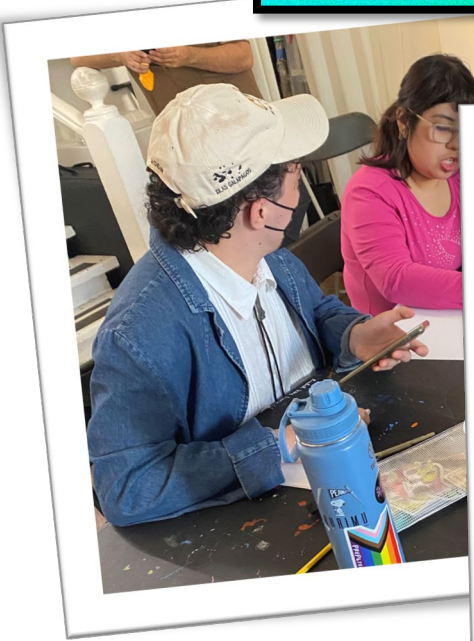



APPLY NOW!

Arts & Advocacy Program
For **LGBTQIA+** Youth

Ages: 17 - 24

RESOURCES + LINKS BELOW



 **ALMA
CREATES**
x PREP4TEENS



ALMA CREATES x PREP4TEENS

Sunday, June 16

SEMILLAS DEL AMOR PROPIO

CULTIVATING GROWTH, LOVE, AND COMMUNITY

11 am - 3 pm

HAIRPIN ARTS CENTER
2810 N Milwaukee Ave, Chicago, IL 60618

*Food & Beverages provided

RSVP Today! Space is limited



Creative Activations

COCG x P4T





PREP4TEENS X CENTER ON COTTAGE GROVE

A CREATIVE ARTS WORKSHOP:

Centering **Black, Queer Creativity** at the Intersections of **Advocacy, Wellness & Youth**

lunch provided & cash honorarium

Saturday, July 13 • 11am - 3pm
Center on Cottage Grove • 6323 South Cottage Grove

Are you a Black Queer/LGBTQ+ youth between the ages of 13 – 18? Interested in art as a tool for empowerment and creating change? Use the QR code to register for this workshop before July 8. Space is limited to 10 participants, so sign up today!



ART SHOW CASE



FEATURING PIECES CREATED BY YOUTH ARTISTS AT THE CENTER ON COTTAGE GROVE
PREP4TEENS WORKSHOP
JULY 26, 5 - 7PM
6323 S. COTTAGE GROVE

Cottage Grove







Creative Activations

My Love is
Beautiful





Artist +P4T Youth Leader Milan Leon “Leo” Martinez





Stickers + Posters





Handing over the keys



- When PrEP4Teens was 100% research, it made sense for it to live at Northwestern
- In late 2023, started shifting stewardship to community – TaskForce – as focus moved to implementation

- TaskForce, Black-led, HIV/LGBTQ youth service org in Austin neighborhood of Chicago (TaskForce turns 35 in 2025)
- 2024: slow, strategic “handing keys” to TaskForce, leadership, maintain community-wide aspect of project



TASK FORCE





TASK FORCE

- Community Safer Space and Violence Prevention
- Preventive Health and Wellness
- Sexual Health and Wellness
- Mental Health and Wellness
- Basic Needs and Legal Services
- Advocacy and Organizing
- Vogue School



taskforcechicago.org



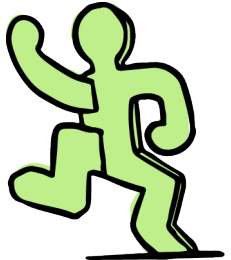
Equality



Equity

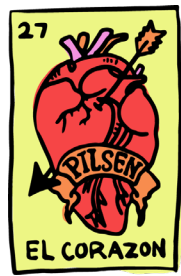


P4T

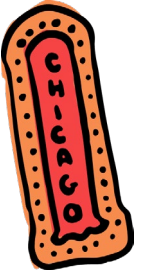
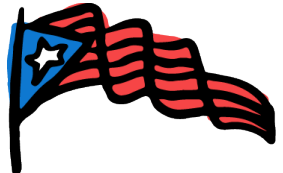
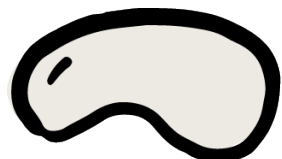


Explore your options.
Set your boundaries.

WWW.PREP4TEENS.COM



South Side



P4T



Thank you – PrEP4Teens has taken a village



TikTok/Instagram: @prep4teens **Website:** prep4teens.com

Research & implementation: Jim Pickett * Kathryn Macapagal * Bryant Norton * Jim Carey * Silvia Valadez-Tapia * Ashley Knapp * Elijah McKinnon * Jon Mannheim * Liz Casline * Jennifer Leininger * Hadeis Safi * Chris Owens * Sarah Kamal * Junye Ma * Sybil Hosek * Andrés Avila * Nathan Walter * John Brooks * Will Liem * Ngoc Duong

TaskForce Chicago: Chris Balthazar * DeMario Adams * Skai Underwood * Allante Body * Reyna Ortiz * Paulo Colby * Daryl Layson * Marvell Craig

Web, creative, social: Karen Reinstein/RENDesigns * Angela Townsend/AT Creative * David Gauna/HereIBloom * Harlan Thompson * Sarah Quain * Milan Leon Martinez * Rebekah Fenton * India Willis * Josue Rivera

Youth Leaders: Leo Martinez * Sadia Haidari * Ryder Kennedy * Holden Green * Max Jordan & the hundreds of research participants who gave us their time

Mural hosts: TaskForce Chicago (Chris Balthazar), Third Coast CFAR/ISGMH at Northwestern (Rich D'Aquila, Brian Mustanski), Lurie Adolescent Medicine (Rob Garofalo), The Village at UChicago (John Schneider, Anu Hazra, Jessi Dehlin), UIC Adolescent and Young Adult Research (Sybil Hosek, Raymond McPherson, Kelly Bojan)

Community collaborators: ALMA (Manuel Hernandez, Alfredo Flores), COCG (Erica Gafford, Betty Akins)

With immense gratitude to our funders:





LEADERS VISIT

Welcome to
Vogue for Good
Mobile

TASK
FORCE

Discussion

P4T

Common questions we're asked that you might have too... but ask us anything!

- What advice would you have for someone wanting to do a campaign like PrEP4Teens?
- Did you plan all of the creative activities and events in advance? How do you know what to budget for all these things?
- What does transitioning a program/intervention from research to community really involve? How did you get funding to sustain the campaign after the research was done?
- What outcomes are you measuring? How are you measuring PrEP uptake related to the campaign?
- Do you have a manual so I can do this where I am?